



Electronic Filing System (EFS) Data  
Electronic Patent Application Submission  
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EFS ID: 66978  
Application ID: 09988291  
Title of Invention: SYSTEM AND METHOD FOR  
GATHERING AND  
STANDARDIZING CUSTOMER  
PURCHASE INFORMATION FOR  
TARGET MARKETING  
First Named Inventor: Michael ROTHMAN et al  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2001-11-19  
Effective Receipt Date: 2004-08-19  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 8456  
Attorney Docket Number: NONE



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Total Fees Authorized:

Digital Certificate Holder: cn=Stephen Terry Schreiner,ou=Registered Attorneys,ou=Patent and  
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TRANSMITTAL

Electronic Version v1.1  
Stylesheet Version v1.1.0

| Title of<br>Invention  | SYSTEM AND METHOD FOR GATHERING AND<br>STANDARDIZING CUSTOMER PURCHASE INFORMATION FOR<br>TARGET MARKETING |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
|--|--|--|---------------------------|-------------|--|---|-------------------|------------|------------------------|----------------------|--|----------------------|------|--|-------------------------|--|--|
| <table border="0"><tr><td>Application Number:</td><td>09/988291</td><td></td></tr><tr><td>Date:</td><td>2001-11-19</td><td></td></tr><tr><td>First Named Applicant:</td><td colspan="2">Michael ROTHMANet al</td></tr><tr><td>Confirmation Number:</td><td>8456</td><td></td></tr><tr><td>Attorney Docket Number:</td><td></td><td></td></tr></table> <div style="text-align: right;"><b>RECEIVED</b><br/>AUG 25 2004<br/>GROUP 3600</div>   |  |  | Application Number:       | 09/988291   |  | Date:   | 2001-11-19        |            | First Named Applicant: | Michael ROTHMANet al |  | Confirmation Number: | 8456 |  | Attorney Docket Number: |  |  |
| Application Number:  | 09/988291  |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| Date:  | 2001-11-19   |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| First Named Applicant:   | Michael ROTHMANet al   |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| Confirmation Number:   | 8456   |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| Attorney Docket Number:  |  |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
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| <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Stephen Schreiner<br/>Registered Number: 43097</td><td>Stephen Schreiner</td><td>Attorney</td></tr></tbody></table>  |  |  | Submitted by:             | Elec. Sign. | Sign. Capacity   | Stephen Schreiner<br>Registered Number: 43097 | Stephen Schreiner | Attorney   |                        |                      |  |                      |      |  |                         |  |  |
| Submitted by:  | Elec. Sign.  | Sign. Capacity   |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| Stephen Schreiner<br>Registered Number: 43097  | Stephen Schreiner  | Attorney   |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| <table border="0"><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>2IDS47004180CAT6-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table>  |  |  | Documents being submitted | Files       | us-ids   | 2IDS47004180CAT6-usidst.xml                   |                   | us-ids.dtd |                        | us-ids.xsl           |  |                      |      |  |                         |  |  |
| Documents being submitted  | Files  |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| us-ids   | 2IDS47004180CAT6-usidst.xml  |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
|  | us-ids.dtd   |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
|  | us-ids.xsl   |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |
| Comments   |  |  |                           |             |  |   |                   |            |                        |                      |  |                      |      |  |                         |  |  |



## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of  
Invention

SYSTEM AND METHOD FOR GATHERING AND  
STANDARDIZING CUSTOMER PURCHASE  
INFORMATION FOR TARGET MARKETING

Application Number: 09/988291  
Confirmation Number: 8456  
First Named Applicant: Michael ROTHMAN et al  
Attorney Docket Number:  
Art Unit: 3624  
Examiner: Geoffrey Akers  
Search string:



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or 5513102 or 5513117 or 5521363 or 5523794  
or 5537314 or 5551021 or 5563933 or 5564073  
or 5570295 or 5594493 or 5603025 or 5604542  
or 5612868 or 5634101 or 5652602 or 5664115  
or 5665953 or 5671267 or 5671409 or 5682524  
or 5689100 or 5710886 or 5715402 or 5721831  
or 5724424 or 5727163 or 5749178 or 5758328  
or 5761647 or 5761661 or 5765143 or 5767896  
or 5787403 or 5794178 or 5794207 or 5806044  
or 5806045 or 5815127 or 5819092 or 5819285  
or 5832457 or 5835087 or 5842178 or 5845259  
or 5862223 or 5870721 ).pn.

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### US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

| init | Cite.No. | Patent No. | Date       | Patentee        | Kind | Class | Subclass |
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Signature

|               |      |
|---------------|------|
| Examiner Name | Date |
|               |      |